NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO 51 HAUPPAUGE NY
POSTAGE WILL BE PAID BY ADDRESSEE

MERIT NOVEMBER SURVEY
PO BOX 14057
HAUPPAUGE NY 11788-9830

2061034927

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 51 HAUPPAUGE NY
POSTAGE WILL BE PAID BY ADDRESSEE

MERIT NOVEMBER REFER-A-FRIEND
PO BOX 12357
HAUPPAUGE NY 11788-9802

232

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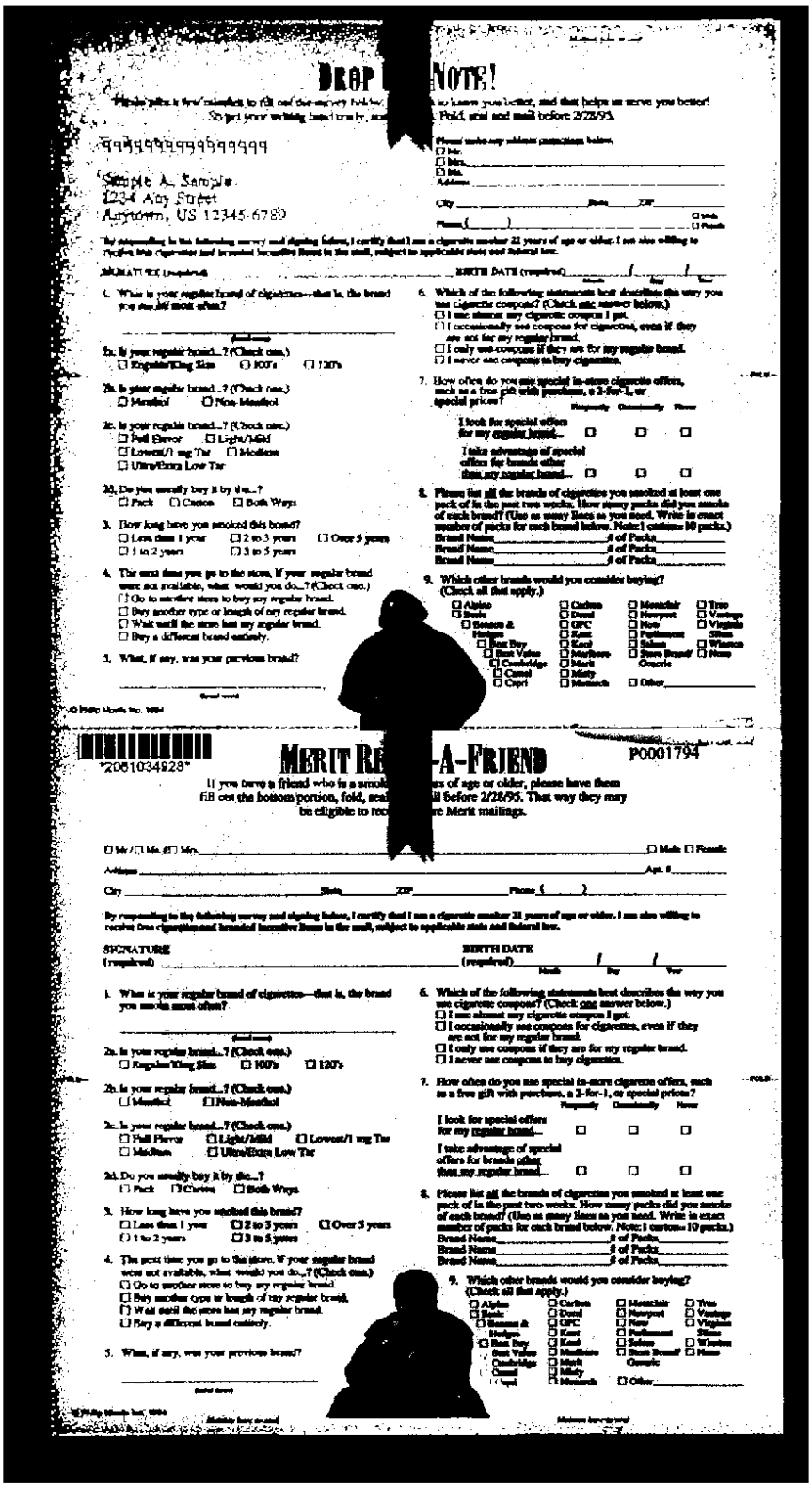

DROP [illegible] NOTE!

[illegible] to fill out the survey below so [illegible] to serve you better! Stick your writing hand [illegible], seal and mail before 2/28/95.

99999999999999999

Sample A. Sample
1234 Any Street
Anytown, US 12345-6789

Please make any address corrections below.
☐ Mr.
☐ Mrs.
☐ Ms.
Address _____
City _____ State ____ ZIP _____
Phone (____) _____ ☐ Male ☐ Female

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

SIGNATURE (required) _____ BIRTH DATE (required) ____/____/____ Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?
_____ (brand name)

2a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Light/Mild
☐ Lowest/1 mg Tar ☐ Medium
☐ Ultra/Extra Low Tar

2d. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

5. What, if any, was your previous brand?
_____ (brand name)

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	☐	☐	☐
I take advantage of special offers for brands other than my regular brand...	☐	☐	☐

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton= 10 packs.)
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

9. Which other brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Carlton	☐ Montclair	☐ Tree
☐ Basic	☐ Doral	☐ Newport	☐ Vantage
☐ Benson & Hedges	☐ GPC	☐ Now	☐ Virginia Slims
☐ Best Buy	☐ Kent	☐ Parliament	☐ Winston
☐ Best Value	☐ Kool	☐ Salem	☐ None
☐ Cambridge	☐ Marlboro	☐ Store Brand/ Generic	
☐ Camel	☐ Merit		
☐ Capri	☐ Misty		
	☐ Monarch	☐ Other _____	

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MERIT REFER-A-FRIEND

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If you have a friend who is a smoker and is [illegible] years of age or older, please have them fill out the bottom portion, fold, seal and mail before 2/28/95. That way they may be eligible to receive Merit mailings.

☐ Mr. / ☐ Ms. / ☐ Mrs. _____ ☐ Male ☐ Female

Address _____ Apt. # _____

City _____ State _____ ZIP _____ Phone (____) _____

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

SIGNATURE (required) _____ BIRTH DATE (required) ____/____/____ Month Day Year

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_____ (brand name)

2a. Is your regular brand...? (Check one.)
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2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Light/Mild ☐ Lowest/1 mg Tar
☐ Medium ☐ Ultra/Extra Low Tar

2d. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
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☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

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_____ (brand name)

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☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	☐	☐	☐
I take advantage of special offers for brands other than my regular brand...	☐	☐	☐

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Brand Name _____ # of Packs _____

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☐ Basic	☐ Doral	☐ Newport	☐ Vantage
☐ Benson & Hedges	☐ GPC	☐ Now	☐ Virginia Slims
☐ Best Buy	☐ Kent	☐ Parliament	☐ Winston
☐ Best Value	☐ Kool	☐ Salem	☐ None
☐ Cambridge	☐ Marlboro	☐ Store Brand/ Generic	
☐ Camel	☐ Merit		
☐ Capri	☐ Misty		
	☐ Monarch	☐ Other _____	

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THANKS FOR SWITCHING DOWN!
You've got MERIT

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

70195-D3

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Ultima: Kings 1 mg "tar," 0.1 mg nicotine; 100's: 2 mg "tar," 0.2 mg nicotine—Ultra Lights: Kings Soft 5 mg "tar," 0.4 mg nicotine; Kings Box 5 mg "tar," 0.5 mg nicotine; 100's: 6 mg "tar," 0.5 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine—100's: 9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

MANUFACTURER'S COUPON

$1.00 Off Merit!
any style carton
or 4 packs.

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in the promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

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MANUFACTURER'S COUPON

$1.00 Off Merit!
any style carton
or 4 packs.

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in the promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

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28200 31076 2

MANUFACTURER'S COUPON

$1.00 Off Merit!
any style carton
or 4 packs.

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in the promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

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This coupon not valid in combination with any other Merit offer.

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MERIT AWARDS

9999999999999999

Sample A. Sample
1234 Any Street
Anytown, US 12345-6789

Dear Sample,

As a Merit smoker, you're special. Why? Because you already know you can switch down to lower tar and still get satisfying taste. You've made the switch, and we'd like to reward you for it.

That's why we created Merit Awards – an ongoing offer of special things we can give to you, to show you how special you are to us. Like the valuable coupons below. Consider them your award for being ... well, you!

From time to time, we'll be making other exciting Merit Awards offerings. So you can look forward to enjoying the rewards of great taste at lower tar.

After all, you've got Merit!

Yours,

Norma Suter

Norma Suter

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Make a Note of it: You've got Merit!

P.S. To serve you better, we've included a survey. Please make a note to fill it out as soon as you can, so we can keep up on what's new with you.

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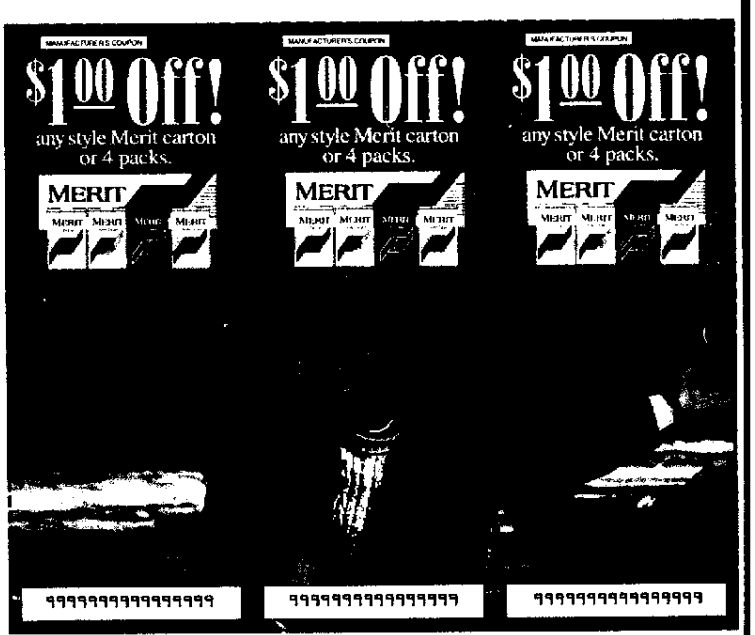

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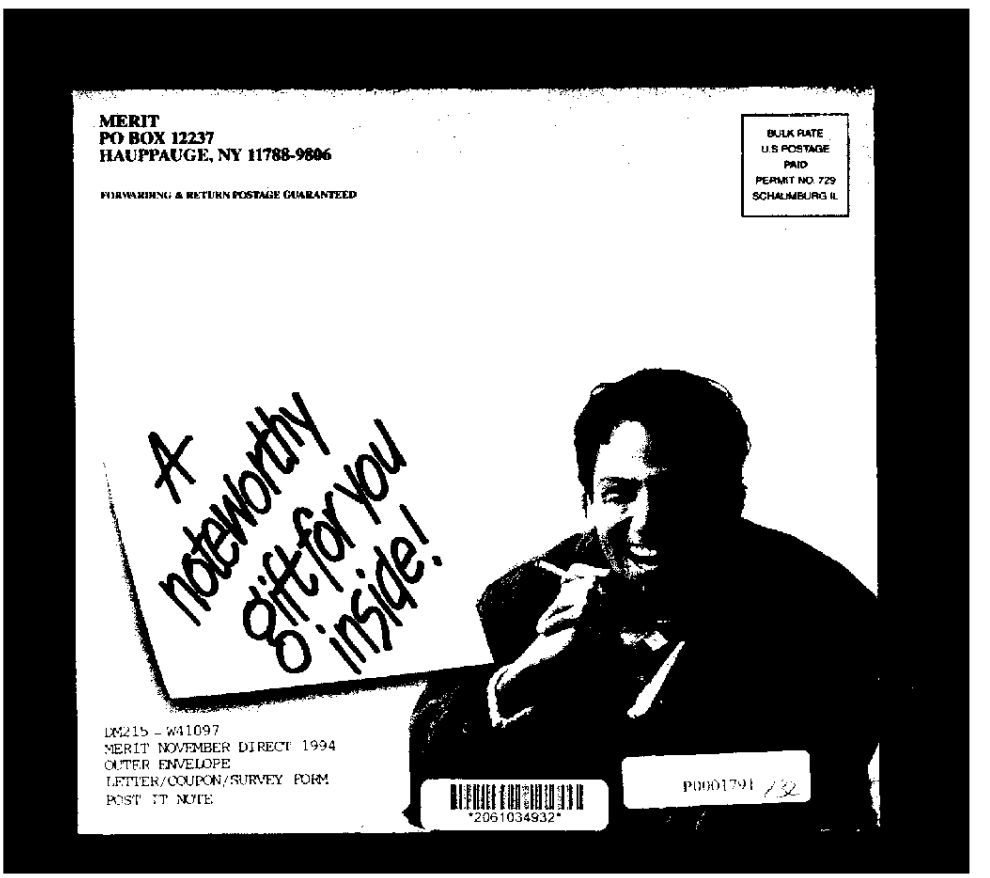

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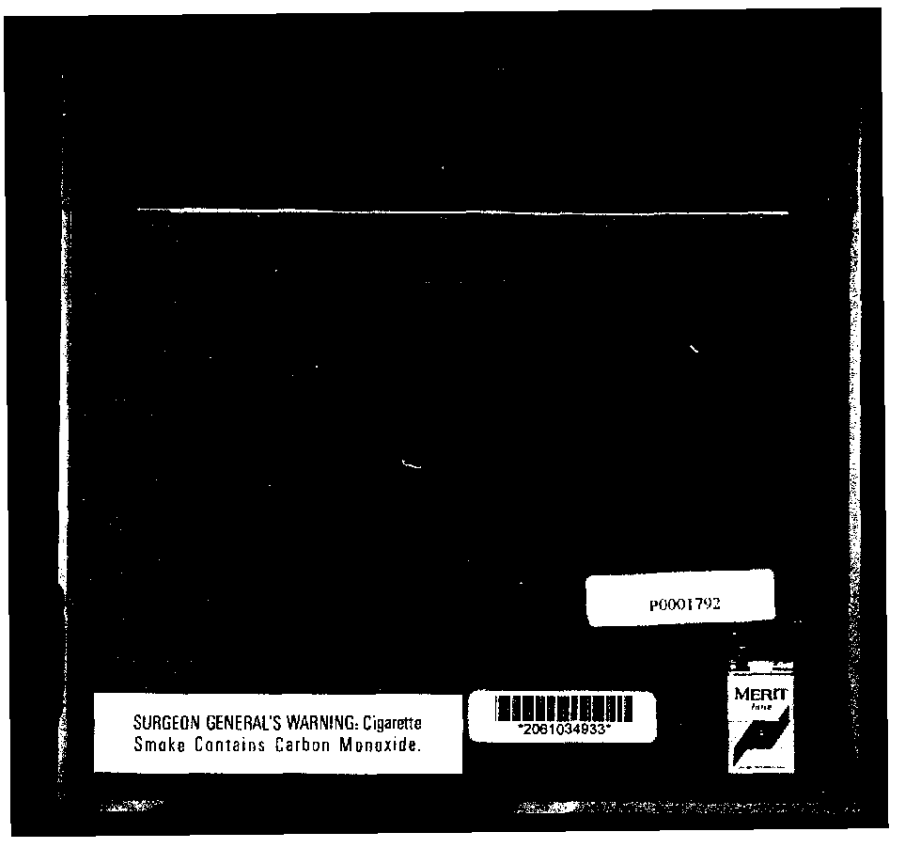

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